

10

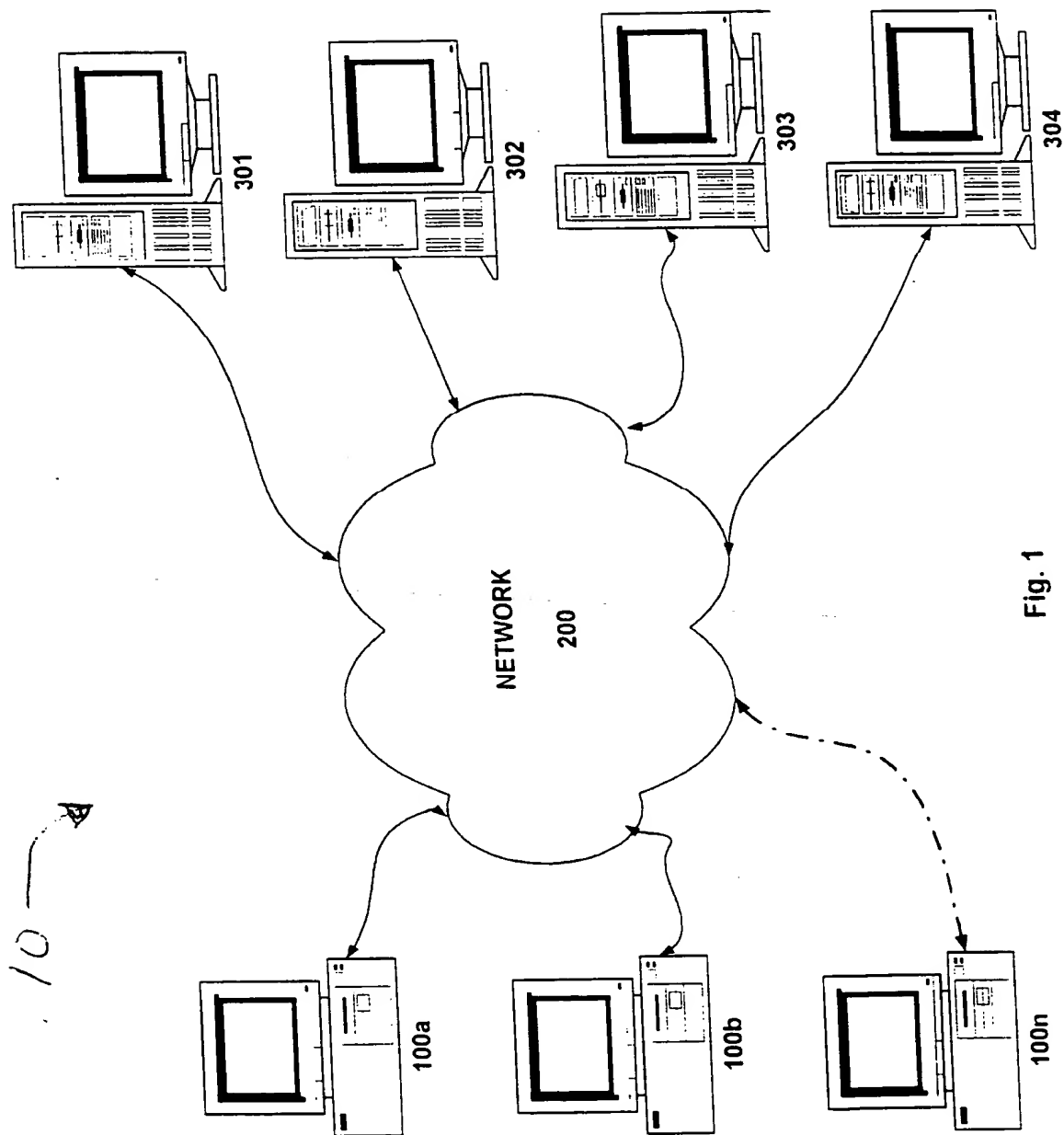


Fig. 1

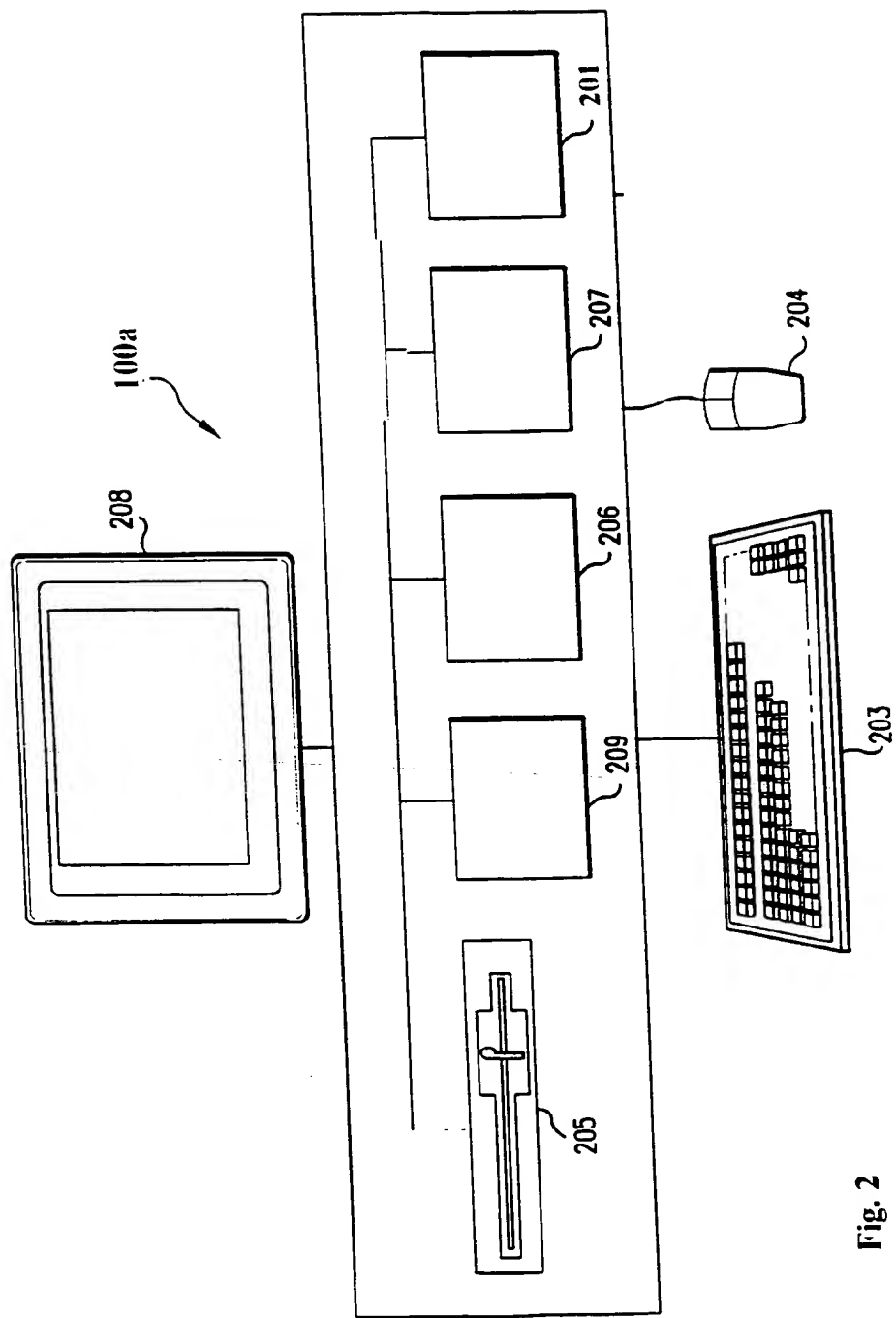
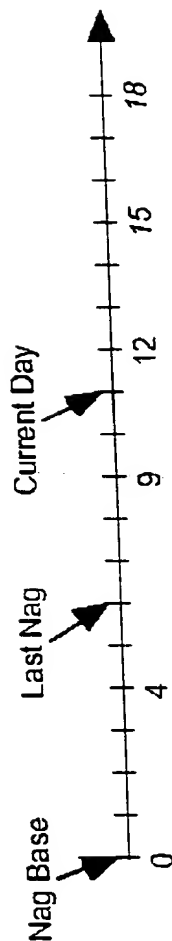
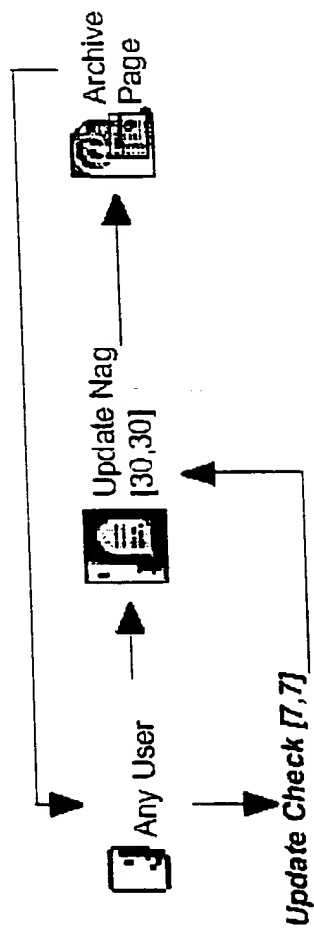
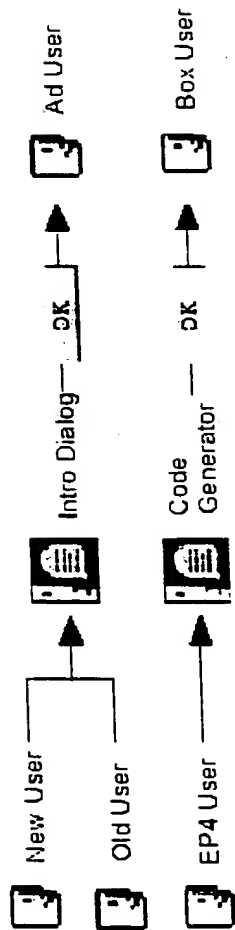


Fig. 2

[illegible]

Fig. 3A



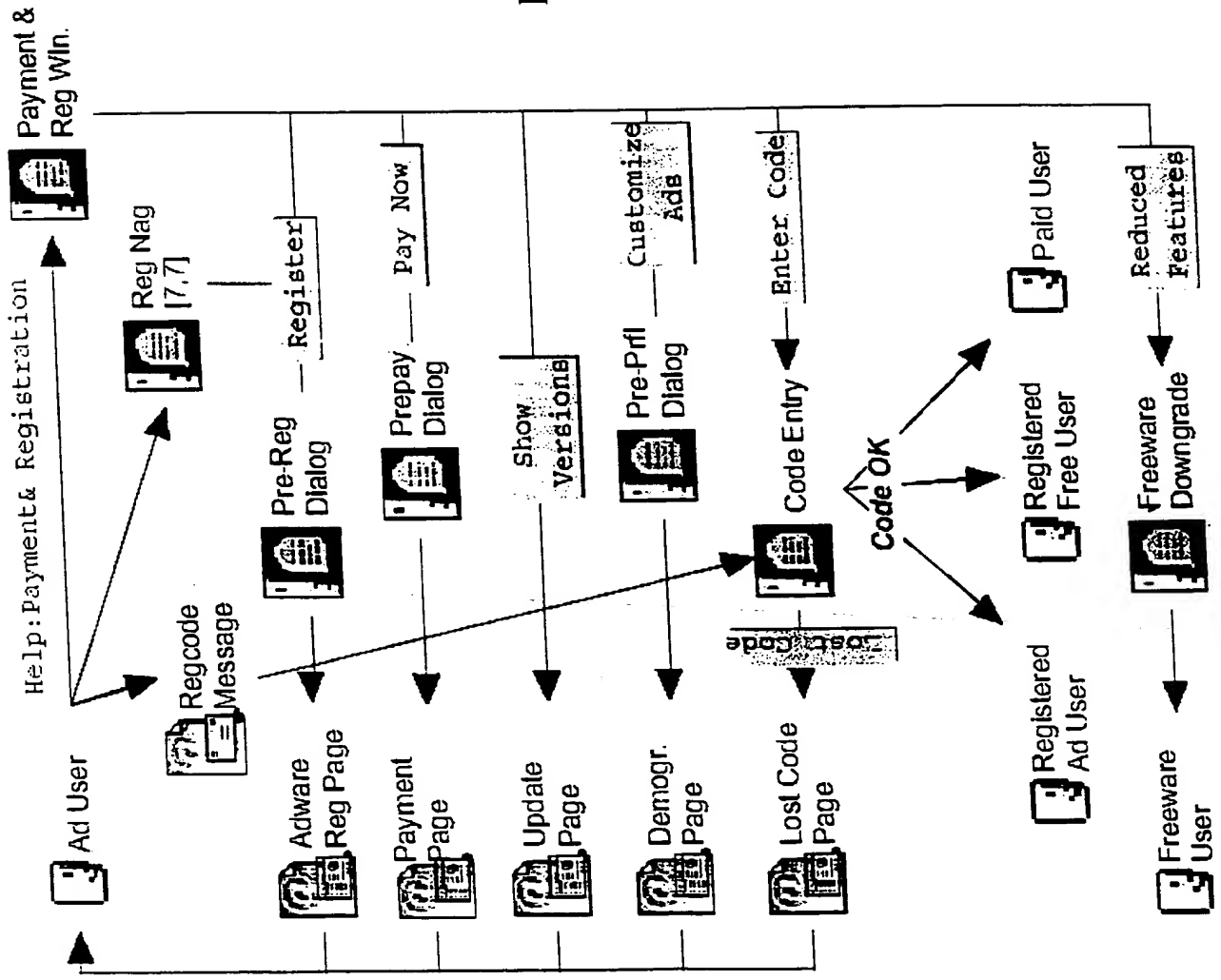


Fig. 5A

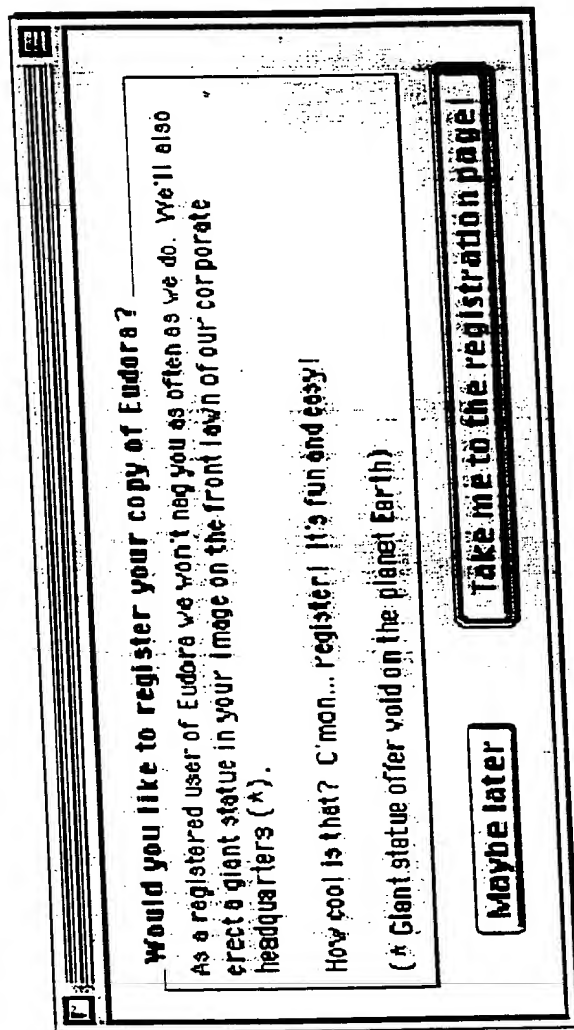


Fig. 5C

Thanks for choosing to register Eudora!
You'll next be walked through a few quick steps, as described below, before registration is complete:

- Eudora will open your web browser and take you to our registration page
- You'll fill in some simple registration information on the web site
- We'll then email a Eudora registration code back to you
- The next time you check mail, Eudora will automatically recognize this code and display a dialog box inviting you to confirm your registration information
- Ta da! You'll then become a registered user of Eudora... Thanks!

Cancel

Continue

Fig. 5D

Thanks for choosing to purchase Eudora!

You'll next be walked through a few quick steps, as described below, before your purchase is complete:

- Eudora will open your web browser and take you to our Payment & Registration page
- You'll be asked to provide your payment and registration information on the web site
- We'll then email a Eudora registration code back to you
- The next time you check mail, Eudora will automatically recognize this code and display a dialog box inviting you to confirm your registration information
- Ta-da! You'll then become a Paid mode user. Congratulations!

Cancel

Continue

Fig. 5E

Thank you for your registration!

To complete your registration, please enter the name you
order and your registration code below.

The exact name you registered under:

First Name: Last Name:

Your registration code:

Fig. 5F

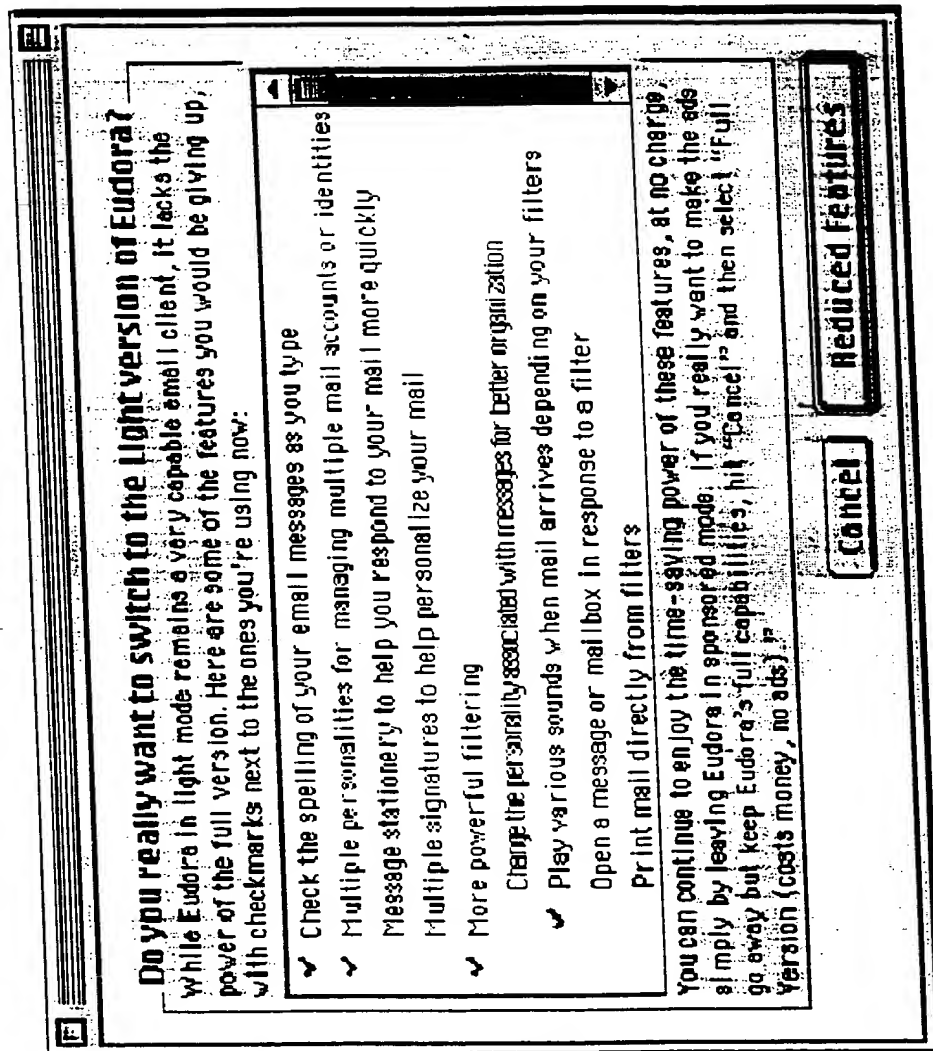
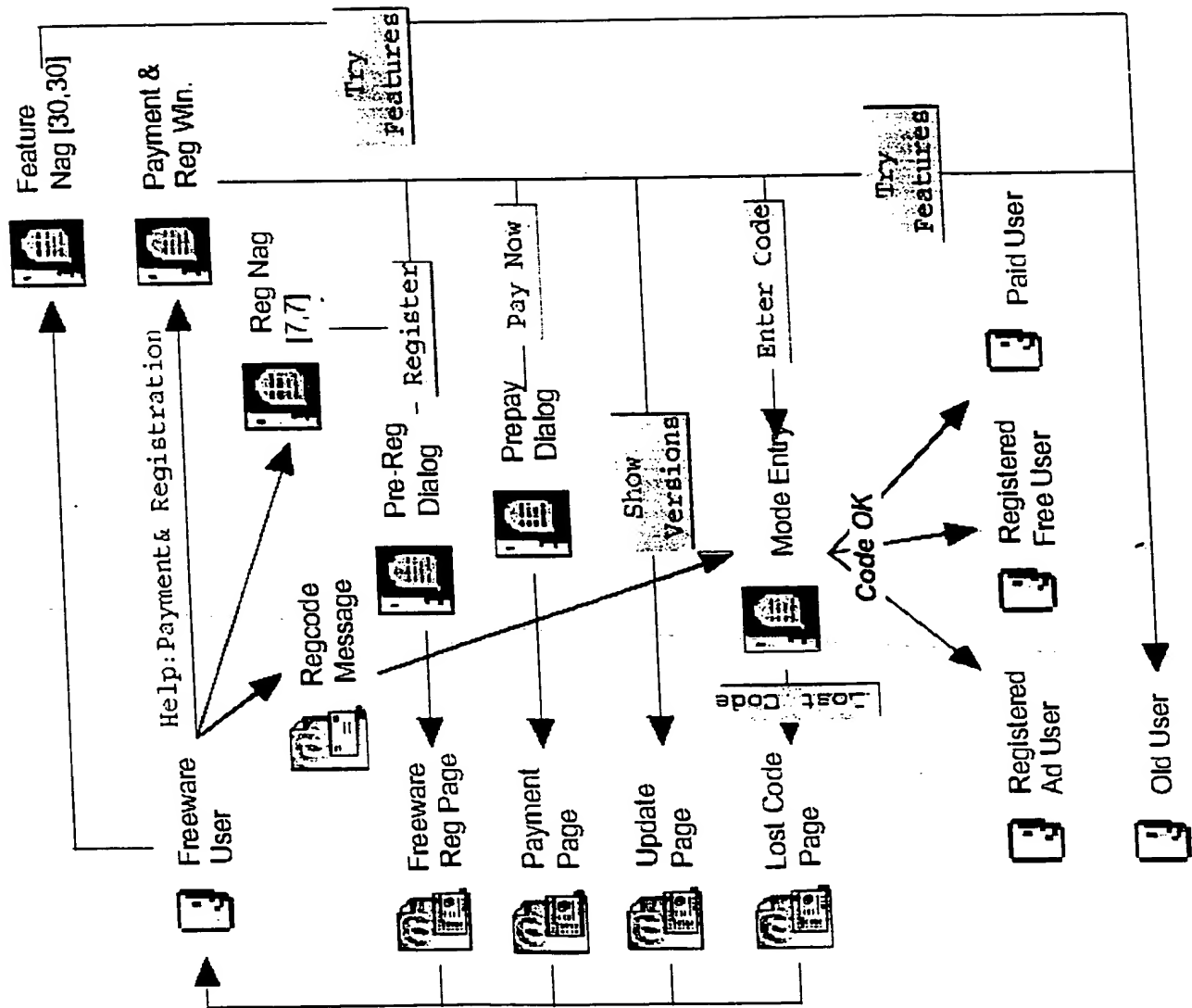


Fig. 5G



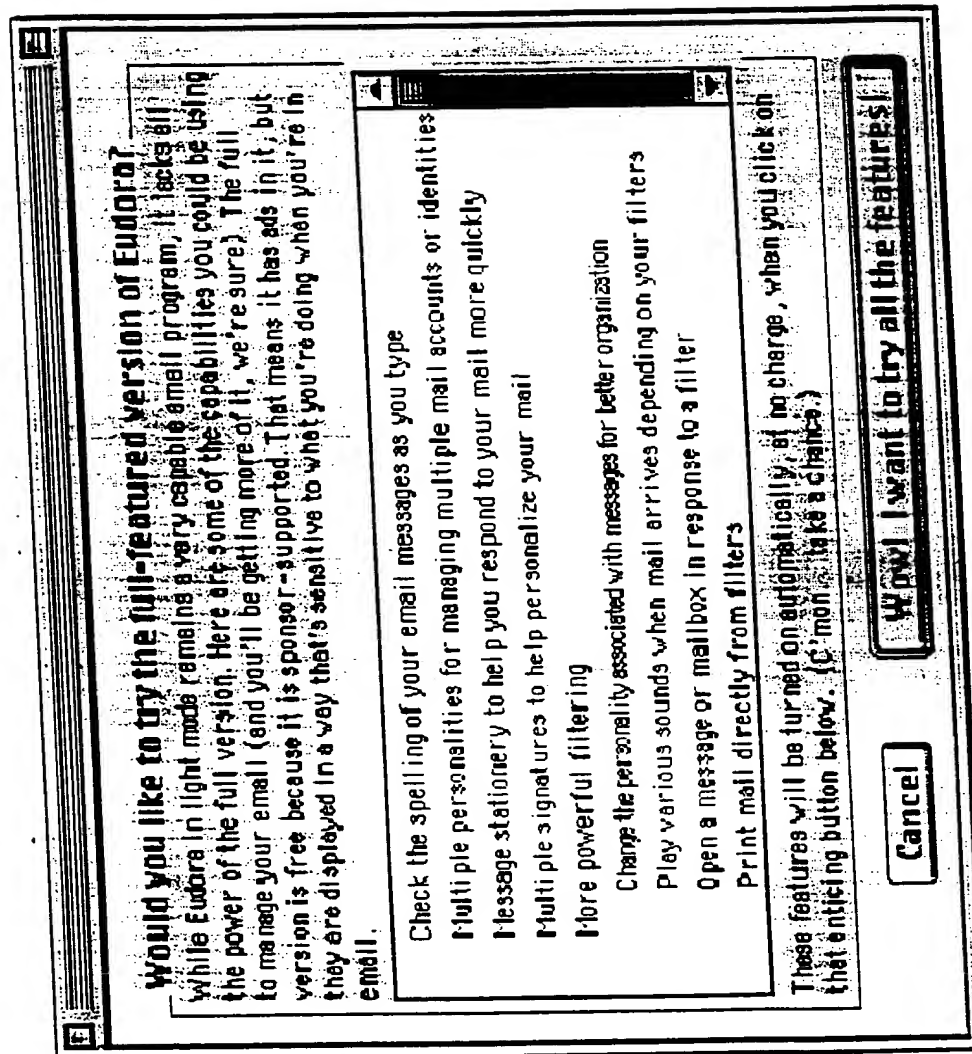


Fig. 6B

There are updates available to Eudora

You have Eudora version 4.1. The following updates have become available since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather, you of updates, follow this.

Eudora 5.0

This is a major upgrade, with great new features like automatic :

Eudora 4.2

This update is mostly bug fixes. This update is free to you.

Printed Manual

You can buy a printed manual for Eudora.

Fig. 7B

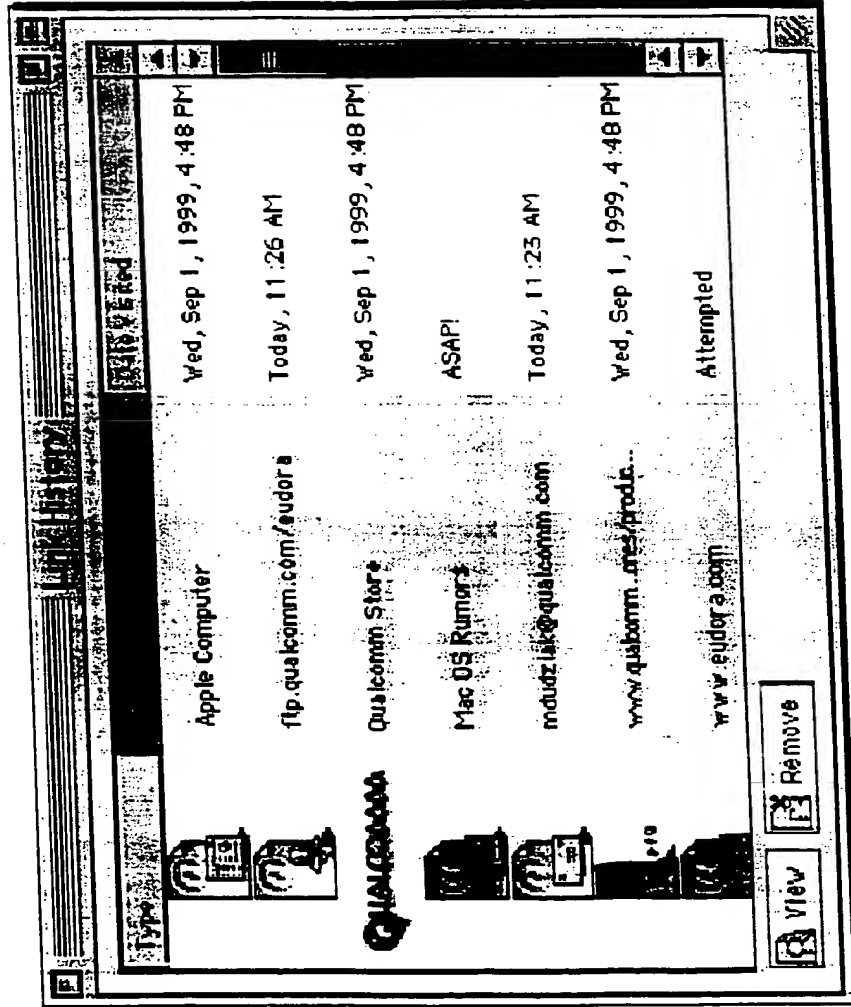


Fig. 12A

Assumptions	
Average Commo. Speed, Mbps	28.8
Average Ad Size, Kbytes	9.3
Number of Users	3,000,000
Number of Hours Running Servers	2
Number Mailchecks Per User Per Hour	2
Playline Entry Size, Bytes	500

Fig. 13A

Implications					
3X Users		3X Users		Playlin-	
h of New	Ad Per 4 Seconds	Ad	Ad Mbps /	Ad Sin. Playlin-	Mbps /
Ad Per 4 Seconds	Ad Per Bandwidth	100,000	Committed Bandwidth	100,000	
User Per Download	Added Per Bandwidth	100,000	Committed Bandwidth	100,000	
Day	ms	Ad	Ad Mbps /	Ad Sin. Playlin-	Mbps /
10	26	101	1.3	5	0.1
15	39	101	1.3	7	0.1
20	52	135	1.7	9	0.1
25	65	169	2.1	11	0.1
30	78	202	2.5	12	0.2
35	90	235	2.9	12	0.2

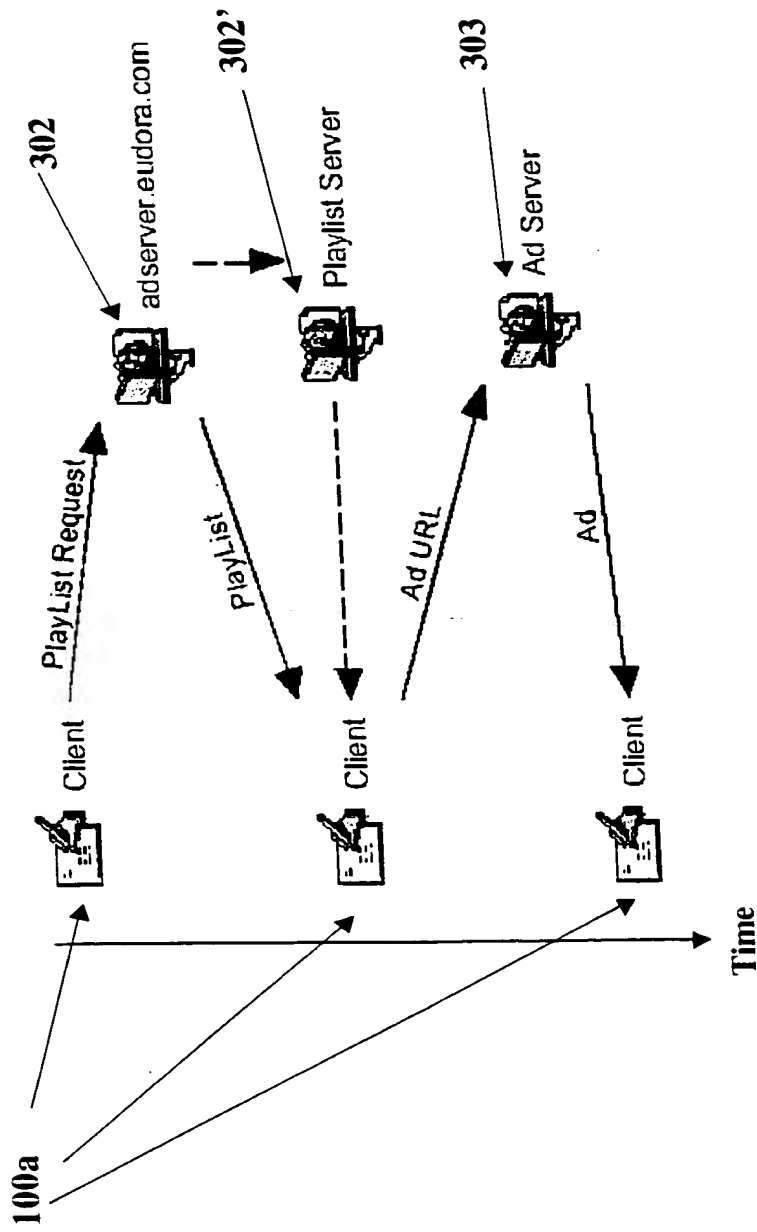


Fig. 14

```

////////////////////////////////////
// Main ad scheduler
ScheduleMain
{
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )
{
// there is nothing to be done
return
}
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
{
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
}
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
{
Do ShowARunout
}
else
{
Do ShowARegularAd
}
}
// end ad schedule main

```

Fig. 15A


```

////////////////////
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
{if ( the calendar day has changed )
{
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
{
if ( ad.thisShowTime > 0 )
{
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
}
}
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
{
ad.numberShownToday = 0
}
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
}
}
// end CheckForNewDay

```

Fig. 15B

```

////////////////////////////////////
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
{
for runout ads
{
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
{
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
}
// if we haven't found a runout ad, we will go to "rerun"
state
Do ShowARerun
}
// end ShowARunout

```

Fig. 15C


```

////////////////////////////////////
// Show a regular ad
ShowARegularAd
{
for regular ads [ in current block ]
{
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this ad today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we done showing this ad for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
{
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this ad
// we are now in regular state
Do ShowAnAd
return
}
// If we get here, we have failed to find a regular
// ad. Go to runout
Do ShowARunout
}
// end ShowARegularAd

```

Fig. 15E

```

////////////////////////////////////
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
{
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
{
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset thisShowTime here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
}
}
// end AdEndBookkeeping

```

Fig. 15F

```

////////////////////////////////////
// Show an ad, including bookkeeping and block handling
ShowAnAd
{
// If the ad is in a block, notice that
if ( it's in a "block" playlist )
{
if ( not currently in a block )
{
find ad in block with minimum numberShown
make that our ad
set blockGoal to minimum numberShown+1
}
set current block to this playlist
}
// now do bookkeeping
Do AdStartBookkeeping
// and actually show it
Do DisplayThatAd
}

```

00732009-420700

Fig. 15G

```

////////////////////////////////////
// Perform housekeeping when we put up an ad
AdStartBookkeeping
{
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// For regular ads
if ( it's a regular ad )
{
ad.thisShowTime = 0
ad.lastShownDate = now
}
}
// end AdStartBookkeeping

```

Fig. 15H

Persistent Ads	
Playlist Request	faceTime Used to determine how much advertising to send to client faceTimeLeft Not used
Playlist Response ClientInfo	reqInterval Relatively large: one or more days flush Used. Single playlist completely specifies list of ads client should have
Playlist Response Scheduling Parameters	showForMax Not used

Fig. 16A

Short-Lived Ads	
Playlist Request	faceTime Not used faceTimeLeft Used to determine how many ads client should receive
Playlist Response ClientInfo	reqInterval Not used. Instead, client requests new playlist whenever ads "run low". flush Not used
Playlist Response Scheduling Parameters	showForMax Used to determine how long an ad runs

Fig. 16B

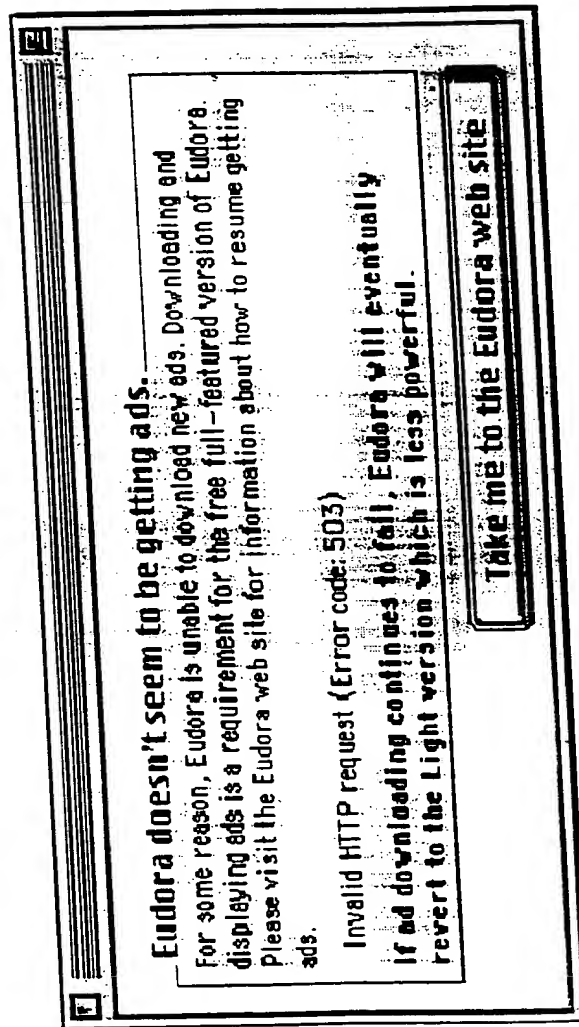


Fig. 17A

We'd like to know how you use Eudora:

In order to make Eudora work as well as possible, it's important that we know how people use it. We ask users for this information at random. Looks like it's your turn. If you're open to helping us this way, all you have to do is click "Generate Info" below and a message will be created. You can review the contents of the message if you like, and then send it to us or not -- that's up to you.

We value our privacy; we're pretty sure you value yours. So we want you to know what we'll be collecting and give you a chance to eliminate anything you don't want to send. Simply uncheck the boxes next to any information you'd rather not send.

Please understand that as soon as we receive your email, we will throw away the headers that identify the mail as coming from you. You see, we don't actually need to know who you are to find your information helpful. So we promise to protect your privacy and turn you into "just a number." :-)

It's OK to transmit statistics regarding:

- ☒ Your demographic data
- ☒ Advertisement information
- ☒ Non-personal settings
- ☒ Your Net/Eudora usage
- ☒ Eudora features you use

Cancel

Generate Info

Fig. 18A

Page	Applicable Query Parts															topic
	platform	product	version	distributorII	mode	realname	email	regfirst	reglast	regcode	oldReg	regLevel	profile	url	adid	
	action															
Payment	pay	X	X	X	X	X	X	X	X	X	X	X				
Freeware Registration	register-free	X	X	X	X	X	X	X	X	X	X	X				
Adware Registration	register-ad	X	X	X	X	X	X	X	X	X	X	X				
Box Registrations	register-box	X	X	X	X	X	X	X	X	X	X	X				
Lost Code	lostcode	X	X	X	X	X	X						X			
Update	update	X	X	X	X	X							X			
Pro Update	proudate	X	X	X	X	X										
Archived	archived	X	X	X	X	X										
Profile	profile	X	X	X	X	X	X						X			
Introduction	intro															
Support	n/a	X	X	X	X	X	X	X	X	X	X	X			no-qt	
QuickTime Missing	support	X	X	X	X	X									ad-fail	
Ad Failure	support	X	X	X	X	X									tutor	
Tutorial	support	X	X	X	X	X									faq	
FAQ	support	X	X	X	X	X									light	
Light Users	support	X	X	X	X	X									search	
Search Support	support	X	X	X	X	X									usenet	
Newsgroups	support	X	X	X	X	X										

Fig. 19

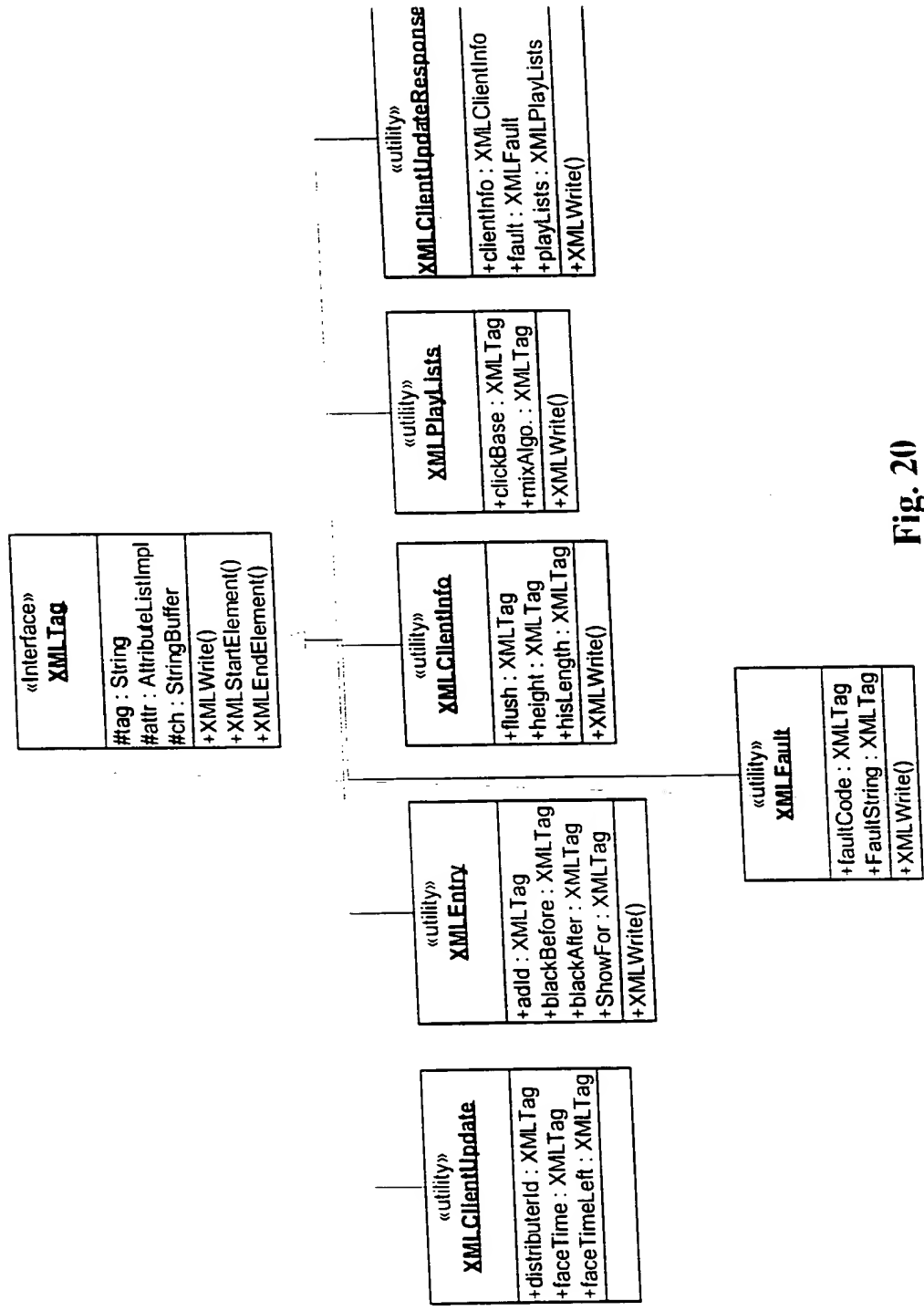


Fig. 20

8 The list of available ads advantageously can be built from the following query:

```
ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = 'I' AND AdStatus = 'A' AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);
```

run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = 'R' AND AdStatus = 'A' AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);

8 The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] – faceTimeUsedToday

(Comment: Face time left for today is the number of seconds the servlet can use to deliver special ads today.)

predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow + 1], ... faceTime[tomorrow + reqInterval]

)

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time – faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 21A

```

8 Targeting
  while (face time left for today ) {
    if ad is not in the history {
      select ad [according to target = today]
      face time left for today := ad.showFor
    }
    next ad
  }

  while ((Goal show time left ) {
    if ad is not in the history {
      select ad [according to target]
      goal show time left := ad.showFor
    }
    next ad
  }

```

Default values:

- reqInterval = 1 day.
- faceTime = 30 minutes
- faceTimeQuota is ?
- histLength = 31 days

Fig. 21B

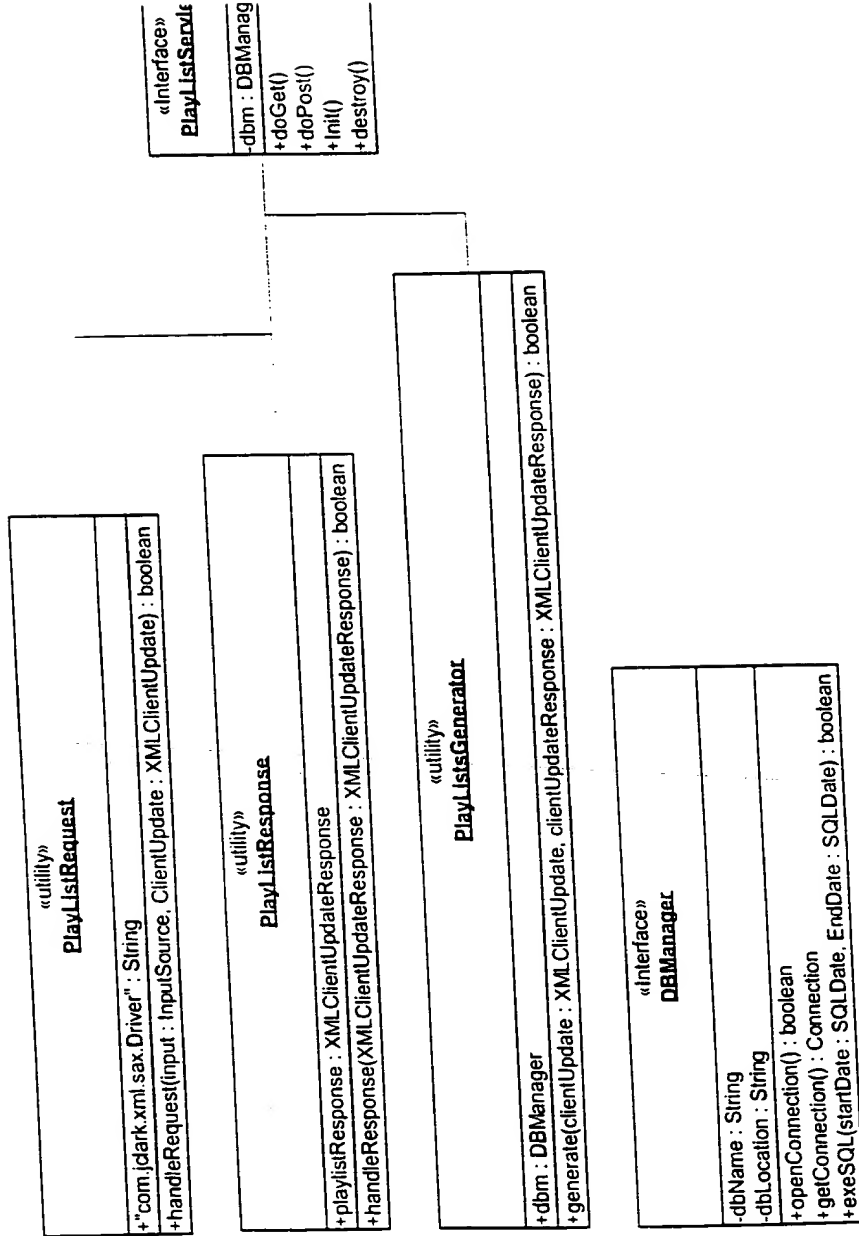


Fig. 22

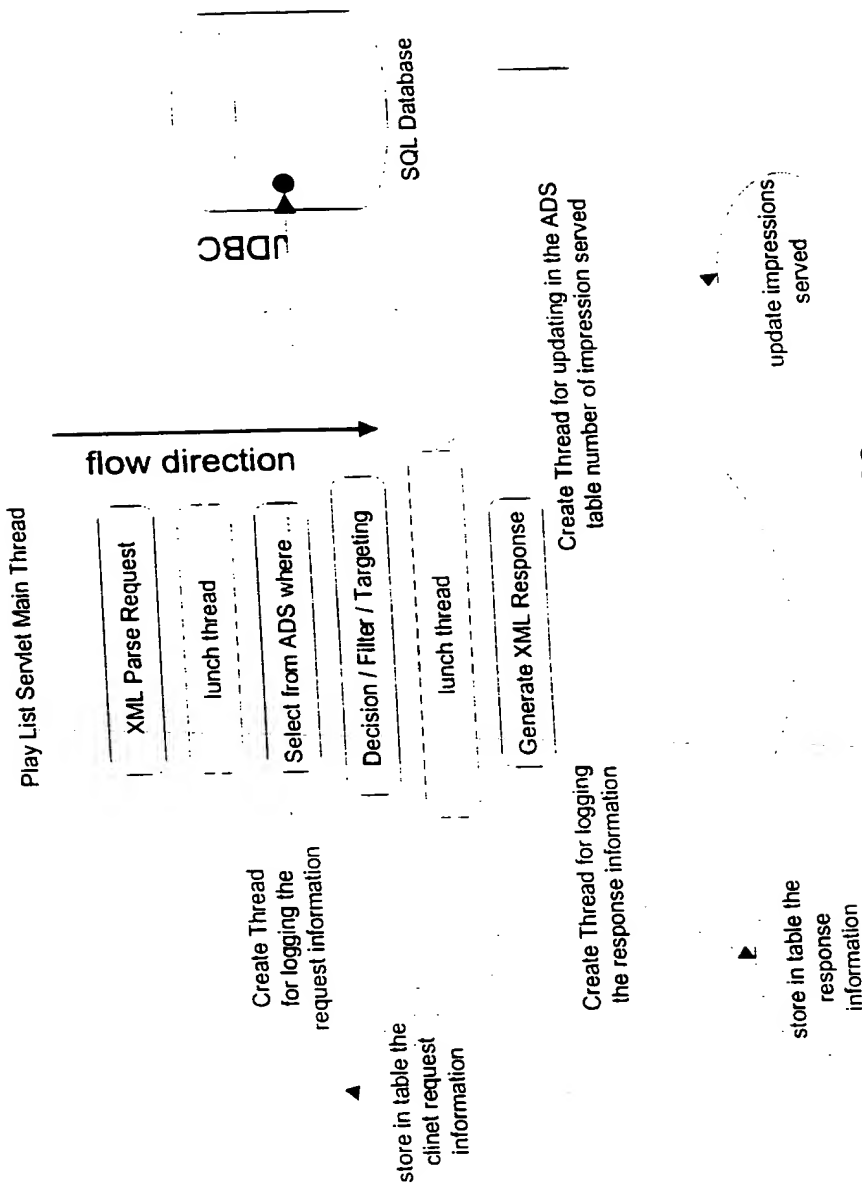


Fig. 23